

Minor Project Review/ Master Sign Plan

Town Center II – The Sisters’ Sweet Shoppe – Signs and Architectural Modifications – 55 West Bridge Street

This is a proposal for the installation of new signs and architectural modifications for an existing multiple tenant building on the south side of West Bridge Street, east of the intersection with Franklin Street. The proposal includes a new awning on the north elevation and new paint for the entrances on the north and east facades as well as paint for the windows on the ground-story of the north façade. The proposal is also for two projecting signs, two window signs on entrances, two transom-window signs, and an awning sign. This is a request for review and of approval of a Minor Project Review and Master Sign Plan under the provisions of Zoning Code Sections 153.065, 153.066 and 153.170, and the Historic Dublin Guidelines.

Date of Application Acceptance

Monday, June 8, 2015

Date of ART Determination

Thursday, June 18, 2015

Date of ARB Determination

Wednesday, June 24, 2015

Case Managers

Nichole Martin, Planning Assistant | (614) 410-4635 | nmartin@dublin.oh.us
Jennifer Rauch, AICP, Senior Planner | (614) 410-4690 | jrauch@dublin.oh.us

PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSD Historic Core
<i>Development Proposal</i>	New signs, new awning and new exterior paint scheme for a retail store
<i>Building Type</i>	Existing Structure
<i>Waivers</i>	None
<i>Administrative Departures</i>	None
<i>Property Address</i>	55 West Bridge Street
<i>Property Owner</i>	SGS General Inc.
<i>Representative</i>	Kurt Dehner, The Sisters' Sweet Shoppe
<i>Case Managers</i>	Nichole Martin, Planning Assistant (614) 410-4635 nmartin@dublin.oh.us Jennifer Rauch, AICP, Senior Planner (614) 410-4690 jrauch@dublin.oh.us

Application Review Procedure: Minor Project Review/ Master Sign Plan

The purpose of a Minor Project Review is to provide an efficient review process for smaller projects meeting the Bridge Street District Code requirements in Chapter 153 of the Dublin Zoning Code. The applicant has requested a Master Sign Plan which is necessary to allow for a coordinated and creative sign proposal.

Following acceptance of a complete application for a Minor Project Review and Master Sign Plan, the Administrative Review Team shall recommend to the Architectural Review Board approval, denial, or approval with conditions the application based on the criteria of §153.065(H) applicable to Site Plan Reviews and Waivers, if necessary.

Application Summary

This is a request for review and approval of a Minor Project Review and Master Sign Plan. The applicant is proposing exterior modifications and signs for the primary entrance on the north elevation along West Bridge Street, and for the secondary entrance on the east elevation with access to a public off-street parking lot.

For the Minor Project Review the applicant is requesting approval of a new awning for the north façade of the existing structure with frontage on West Bridge Street. The awning will be installed above the transom of the door and two main windows. The ground-story windows and entrance are proposed to be painted teal to coordination with the awning. The secondary entrance on the east elevation will also be painted teal.

For the Master Sign Plan, a total of three signs are permitted under the provisions of §153.065(H) of the Dublin Zoning Code plus two additional one-square-foot business identification signs, one per entrance. The applicant is permitted two signs of different types,

ground or building mounted signs, for the north façade and one additional building mounted sign for the east façade.

The proposal includes a total of seven new signs. For the north façade, facing West Bridge Street, the applicant is requesting three new signs including one projecting sign, one window sign on the entrance, and an awning sign. For the east façade, the applicant is requesting four new signs including one projecting sign, one window sign on the entrance, and two transom-window signs.

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning, Building Standards

§153.062(E)(4) – Building Types – Colors

The applicant is also proposing to highlight the primary and secondary entrances with a new paint color in a coordinating shade of teal (PMS 7472) for the doors and windows on the ground-story of the north elevation, which meet Code.

§153.062(H)(3) – Building Types – Windows, Shutters, Awnings and Canopies

The applicant is proposing to replace the existing awning with a durable, fade-resistant canvas awning in an aquamarine color (Sunbrella 4623-0000), which meets Code. The awning includes an awning sign that is recommended for removal.

§153.065(H) – Site Development Standards – Signs

The applicant is proposing signs beyond what is permitted to be reviewed under a Minor Project Review, and a Master Sign Plan is required to allow for greater flexibility, creativity, and integration given the historic architectural style of the building. The proposed sign details are outlined below.

Permitted Number of Signs §153.065(H)(6)			
Permitted		Proposed	Requirement
Primary entrance	2, combination of two different types	3	Met with Master Sign Plan
Secondary entrance to side or rear with access to public off-street parking	1, building mounted sign	4	Met with Master Sign Plan and Condition
One-square-foot, single low-chroma color window sign	1 per public entrance	0	Met with Condition

North Façade (Primary Entrance) Proposed Projecting Sign			
Permitted		Proposed	Requirement
Size	Max. 8 sq. ft.	3.77 sq. ft.	Met
Location	Within 6 ft. of the principal entrance; not extending more than 6 ft. from the face of the structure; maintain 8 ft. clearance above the sidewalk.	8 ft., 10 in.	Met with Master Sign Plan
Height	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	10 ft.	Met
Colors	Max. 3 (including logo)	3 colors	Met
Proposed Window Sign			
Permitted		Proposed	Requirement
Size	20% of surface area of window, not to exceed 8 sq. ft. (1.9125 sq. ft.)	2.25 sq. ft.	Met with Condition
Location	Ground floor only	Located on ground floor entrance	Met
Colors	Max. 3 (including logo)	3 colors	Met
Proposed Awning Sign			
Permitted		Proposed	Requirement
Size	20% of the cumulative surface area of all awnings, not to exceed 8 sq. ft. (8 sq. ft.)	6.12 sq. ft.	Met with Condition
Location	On walls facing a public street; not extending more than 14 in. from face of the structure; located on a portion of the wall associated with the tenant space or storefront	Centered on north elevation	Met
Height	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; min. 8 ft. clear area above sidewalk	8 ft., 6 in.	Met
Colors	Max. 3 (including logo)	2 colors	Met
East Façade (Secondary Entrance) Proposed Projecting Sign			
Permitted		Proposed	Requirement
Size	Max. 8 sq. ft.	3.33 sq. ft.	Met
Location	Within 6 ft. of the principal entrance; not extend more than 6 ft. from the face of the structure; maintain 8 ft. clearance above the sidewalk.	16 ft., 6in.	Met with Master Sign Plan
Height	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	9 ft.	Met
Colors	Max. 3 (including logo)	3 colors	Met
Proposed Window Sign			
Permitted		Proposed	Requirement
Size	20% of surface area of window, not to exceed 8 sq. ft. (1.9125 sq. ft.)	2.25 sq. ft.	Met with Condition

North Façade (Primary Entrance) Proposed Projecting Sign			
Permitted		Proposed	Requirement
<i>Location</i>	Ground floor only	Located on ground floor entrance	Met
<i>Colors</i>	Max. 3 (including logo)	3 colors	Met
Proposed Transom-Window Signs (2)			
Permitted		Proposed	Requirement
<i>Size</i>	20% of the cumulative surface area of window including mullions, not to exceed 8 sq. ft. (8 sq. ft.)	2.15 sq. ft.	Met with Master Sign Plan
<i>Location</i>	Ground floor only	Located on ground floor windows	Met
<i>Height</i>	Located within the first story as appropriate to building type; 15 ft. for Existing Structures; not extending above the roofline	14 ft., 9 in.	Met
<i>Colors</i>	Max. 3 (including logo)	3 colors	Met

Given the historic style of this multiple-tenant building, consideration of a Master Sign Plan is appropriate to allow for greater creativity to allow signs that are architecturally integrated, but not signs that are simply larger or greater in number. Planning and Building Standards support having a combination of different building-mounted sign types that are visible from a variety of locations, primarily due to the historic precedents seen in many buildings elsewhere with this style of architecture.

On the north façade, a projecting sign and window signs will provide the best business identification from multiple locations. Therefore, it is recommended that the projecting sign and window sign meeting 20% of the area of the window be used and the awning sign be eliminated. Based on discussion with the ART the applicant revised their submission to eliminate the text from the awning sign in favor of two window signs located just above the sill of the windows on the north elevation. ART found this addressed a desire for consistency with the east elevation and was appropriate with the architecture of the building.

On the east façade, the use of the projecting sign is recommended because it provides the best identification from the sidewalk along West Bridge Street and the public parking lot to the rear of the building. The transom window signs are architecturally integrated and are appropriate to the historic style building. The window sign on the secondary public entrance should be reduced in size to meet the provision for a business identification sign, which is one-square-foot in area and one low-chroma color.

Given the prominent location in Historic Dublin, both the projecting signs should be dimensionally routed and the mounting brackets for the projecting signs be consistent with existing mounting fixtures used for the multiple-tenant building. Both projecting signs should be permitted to be located farther than 6 feet from the respective building entrances to be more architecturally integrated.

Parks & Open Space, Fire, Engineering, Police, Economic Development

No comments.

PART III: APPLICABLE REVIEW STANDARDS

Applicable Minor Project Review Criteria

The Administrative Review Team has reviewed this application based on the review criteria for Minor Projects, which include the following:

(c) Meets Applicable Zoning Regulations

Criterion met with conditions and Master Sign Plan. The proposed signs and awning improvements are consistent with the Zoning Code with the approval of the Master Sign Plan to permit the two additional signs located in the transom windows on the east elevation, two additional window signs along the north elevation, and the two projecting signs to exceed the requirement to be located within 6 feet of the entrance. The recommendation of approval for the Master Sign Plan also includes the following conditions:

- 1) A paint sample for the projecting sign is provided along with an updated Master Sign Plan package, prior to sign permitting, subject to approval by Planning, and;
- 2) The awning sign be eliminated to meet the permitted number of signs on the primary façade of the building,
- 3) The window sign on the north elevation be reduced in size to 20% of the window area,
- 4) The window sign on the east elevation be reduced in size to one-square-foot and one low-chroma color to meet the provision for a business identification sign, and
- 5) Two additional window signs on the north elevation meet the Code requirements for window sign area.

(e) Building Relationships and Quality Development

Criterion met with conditions. The proposed signs, awnings, and canopy modifications add visual interest and are architecturally appropriate for the tenant space within the shopping center. The color of teal shall be consistent between the signs, awning, and paint. The following conditions are included to address the criterion:

- 1) The projecting signs be dimensionally routed and the mounting hardware be consistent with existing mounting fixtures used for the multiple-tenant building; and
- 2) The applicant provide a paint sample for the door and window trim, and paint sample for the projecting sign prior to sign permitting.

(j) Consistency with Bridge Street Corridor Vision Report, Community Plan, and other Policy Documents

Criterion met with Master Sign Plan. A Master Sign Plan allows for creative and architecturally integrated signs that positively contribute to the character of the district while meeting the general intent of the Dublin Zoning Code provisions. The proposed transom-window signs meet the intent and will positively contribute to the character and quality of the building.

The Community Plan notes that "Dublin's built environment contributes positively to the community's character. This image is characterized by high quality office buildings, well-landscaped areas and streetscapes, tasteful signs and graphics, appropriate lighting standards and quality architecture." The proposed sign and architectural modifications will positively contribute to the aesthetic character of the Historic District

Architectural Review Board Criteria

Section 153.174 of the Zoning Code identifies criteria for the review and approval of a Board Order for proposals within the Architectural Review District Boundaries. The following is an analysis based on those criteria.

Applicable General Review Standards

1) Character and Materials Compatible with Context

Criterion met with conditions and Master Sign Plan. The proposed sign materials are appropriate for the character of the structure. The colors, material, and design of the sign are in keeping with the building's characteristics with the conditions previously outlined and the approval of a Master Sign Plan.

2) Recognition and Respect of Historical or Acquired Significance

Criterion met. The proposed sign and location contributes to the historic style of the building.

3) Compatible with Relevant Design Characteristics

Criterion met. The proposed design accents the original character of the structure.

4) Appropriate Massing and Building Form

Not applicable.

5) Appropriate Color Scheme

Criterion met with conditions. The proposed colors are appropriate and meet the *Historic Dublin Design Guidelines* with the conditions outlined previously.

6) Complementary Sign Design

Criterion met with conditions and Master Sign Plan. The proposed sign design complements the existing structure and is appropriately located on the building given the architectural features.

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION

Approval is recommended of this Minor Project Review application with one condition.

- 1) The applicant provide a paint sample for the door and window trim to Planning within 30 days of approval of this application

Approval is recommended of the Master Sign Plan to permit the two additional signs located in the transom windows on the east elevation, two additional window signs on the north elevation, and the two projecting signs to exceed the requirement to be located within 6 feet of the entrance, with the following six conditions.

- 1) A paint sample for the projecting sign is provided along with an updated Master Sign Plan package, prior to sign permitting, subject to approval by Planning,
- 2) The awning sign be eliminated to meet the permitted number of signs on the primary façade of the building,
- 3) The window sign on the north elevation be reduced in size to 20% of the window area,
- 4) The window sign on the east elevation be reduced in size to one-square-foot and one low-chroma color to meet the provision for a business identification sign,
- 5) The projecting signs be dimensionally routed and the mounting hardware be consistent with existing mounting fixtures used for the multitenant building, and
- 6) Two additional window signs on the north elevation meet the Code requirements for window sign area.